

Message Text

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PAGE 01 RIO DE 02776 071240Z

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R 071121Z AUG 73

FM AHRONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 8977

INFO AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 2776

E. O. 11652: N/A

TAGS: BFOL, BR

SUBJ: WTDH-POHLIG-HECKEL DO BRASIL S.A. INDUSTRIA E COMERCIO

REF: USDOC 9382

1. ADDRESS: RUA VINTE, 32000 CIDADE INDUSTRIAL, CONTAGEM, STATE OF MINAS GERAIS, BRAZIL. CAIXA POSTAL 180, 30000 BELO HORIZONTE, MINAS GERAIS. PHONE: 33-2566. TELEX: PUB. CGM 073.131 FOR POHLHECK. CABLE: POHLHECK, OFFICERS: GUSTAVO AFONSO JUNQUEIRA, AND OTTMAR KARL SCHICK, BOT EXECUTIVE DIRECTORS.

2. LARGE FIRM. ESTABLISHED 1955 IN SAO PAULO. TRANSFERRED TO BELO HORIZONTE IN 1959. INCORPORATED IN 1961. EMPLOYS 807, INCLUDING WORKMEN, TECHNICIANS AND CLERKS. MANUFACTURES (PRINCIPALLY UNDER CUSTOM ORDER) MECHANICAL CONVEYORS (CONTINUOUS); OVERHEAD CRANES; CRANES, TRAVELING WINCHES, CABLE CARS; COMPLETE CONVEYOR SYSTEMS; METALLIC STRUCTURES; FOUNDRY MACHINERY; SPEED REDUCERS. SELLS IN STATES OF SAO PAULO, MINAS GERAIS, RIO DE JANEIRO, GUANABARA, BAHIA, RIO GRANDE DO SUL, AND AMAPA. BRANCH IN SAO PAULO, REPRESENTATIVES IN SAO PAULO, RIO DE JANEIRO, SALVADOR, PORTO ALEGRE. EXPORTS TO EUROPE.

3. FINANCIAL REFERENCES: BANCO NACIONAL S.A., RUA DOS TUPINAMBAS 621; BANCO LAR BRASILEIROS.A., RUA ESPIRITO SANTO 621, BOTH IN BELO HORIZONTE. TRADE REFERENCES: BECHTEL CORP., 50 BEAL ST., SAN FRANCISCO, CALIF. 94105; ALLEN-BRADLEY CO., 1201 S. 2ND ST., MILWAUKEE, WIS. 53204; MARLAND ONE-WAY CLUTCH CO. INC., P.O. BOX 308, LA GRANGE, ILL. 60526.

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4. FOREIGN FIRMS REPRESENTED: LICENSING AND REPRESENTATION AGREEMENTS WITH POHLIG-HECKEL BLEICHERT VEREINIGTE MASCHINENFABRIKEN AG., OF COLOGNE, GERMANY (PARENT COMPANY). LICENSING AGREEMENTS WITH: AEG-TELEFUNKEN, FRANKFURT, GERMANY; STEINHAUS GMBH, MUELHEIM, GERMANY; PEINER AG., PEINE/HANN, GERMANY; AND RICHARDS, LEICESTER, ENGLAND.

5. FIRM FORMS PART OF BRAZILIAN BELCO-MINEIRA STEEL GROUP CONTROLLED BY ARBED-ACIERIES REUNIES DE BURBACHEICH-DUDELANGE, OF LUXEMBURG, ONE OF EUROPEAN LARGEST STEEL PRODUCING GROUP. BRAZILIAN GROUP INCLUDES: PARENT COMPANY, COMPANHIA SIDERURGICA BELGO-MINEIRA (ORGANIZED 1917 - SEE WTDR DATED 05/72); S.A. MINERACAO DA TRINDADE-SAMITRI; ARTEFATOS DE ACO S.A. INDUSTRIA E COMERCIO; COMPANHIA AGRICOLA E FLORESTAL SANTA BARBARA (ALL IN BELO HORIZONTE); COMPANHIA FERRO BRASILEIRA S.A. (CAETE, MINAS GERAIS); INDUSTRIA DE ARAMES CLEIDA S.A., TELCON S.A. INDUSTRIA E COMERCIO (BOTH IN SAO PAULO); COMPANHIA INDUSTRIAL E MERCANTIAL DE ARTEFATOS DE FERRO-CIMAF (IN OSASCO, SP); AND COMPANHIA CENTRAL DE ADMINISTRACAO E PARTICIPACOES (RIO DE JANEIRO; GB). POHLIG-HECKEL'S PLANT AND HEAD OFFICES LOCATED IN INDUSTRIAL AREA 9 KM DISTANT OF BELO HORIZONTE. OCCUPY A 9,000 SQ.MT. SITE. REGISTERED CAPITAL OF 13 MILLION CRUZEIROS REPORTEDLY CONTROLLED (66 PERCENT) BY REFERENCED GERMAN POHLIG-HECKEL (SEE ITEM 4), AND BY REFERENCED BRAZILIAN BELGO-MINEIRA (32 PERCENT). REPORTED WORKING CAPITAL 40.7 MILLION CRUZEIROS AND 1972 SALES VOLUME 47 MILLION. 1972 BALANCE SHEET NOT YET AVAILABLE. SOURCES CONSULTED REPORT FINANCIAL SITUATION AS SLIGHTLY TIGHT BUT PAYMENTS PUNCTUALLY MET. FIRM MAINTAINS A GOOD CREDIT REPUTATION. FIRM MANAGED BY PRESIDENT, ENGINEER HELIO BRAZ DE OLIVEIRA MARQUES; VICE PRESIDENT, ENGINEER REINHARD STERZIK, GERMAN; TWO EXECUTIVE DIRECTORS, REFERENCED ENGINEER JUNQUEIRA AND ECONOMIST SCHICK, GERMAN; AND ONE DIRECTOR, ENGINEER PAUL HERRIGES, LUXEMBURGUESE. ALL CONSIDERED HIGHLY CAPABLE, EXPERIENCED AND REPUTABLE BUSINESSMEN. SUBJECT FIRM RATED A GOOD TRADE CONTACT FOR AMERICAN BUSINESS.

6. DATE INFO: 08:73.
BOONSTRA

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